

II. PUBLIC PARTICIPATION

According to State law, local jurisdictions must "make a diligent effort to achieve public participation of all economic segments of the community in the development of the Housing Element, and the Element shall describe this effort". This will ensure that the Housing Element, and subsequent action on it, are serious, effective, politically-supported, and truly representative of the widest set of housing needs.

To make public meetings on the draft Element meaningful and productive, Mountain View informed a wide range of community groups early on about the process and content of the revision. Background reports, program reviews, and draft policies were circulated prior to each meeting. The City of Mountain View conducted an extensive outreach and public participation program to update the Housing Element. The components included:

- A community workshop
- Eleven Environmental Planning Commission meetings and public hearings
- Four City Council study sessions and public hearings
- Two focus groups with stakeholders in the housing community
- Newspaper announcements and status articles in the local paper ("The Voice") and the City newspaper ("The View")
- Preparation of a videotape on the City's affordable housing projects
- Mailed meeting notices (with specially-designed postcard format) to 80 people on mailing list
- Publication of staff reports on the City's web site
- Active local press coverage of meetings and issues

The public process began on January 31, 2001, with a community workshop attended by about 90 people. The meeting was advertised in the newspaper; with neighborhood "yard" signs at City parks, local schools, fire stations, the library and the community center; on cable TV and the City's web site, and with a broad mailing to about 200 people. Notices were sent to housing service agencies (involved in the City's CDBG process), neighborhood associations, participants in the Chamber of Commerce "Leadership Mountain View" program for the past 10 years, service clubs, the boards of the local school districts, the police and fire unions, all City Council-appointed commissioners and people on the mailing lists for two current community housing issues (housing impact fee and the efficiency studio project).

The format for the two-hour evening workshop was a brief presentation on the Housing Element that included a new videotape on affordable housing projects in Mountain View, small group discussions on "problems" and "solutions" and reports back to the large group. A handout summarized information on what a Housing Element is, the regional "fair share" concept, current information on housing costs and affordability and the timetable for updating the Housing Element.

The workshop was a primary source for defining local housing issues. These issues were summarized in a "Progress Report" to participants after the workshop and influenced the update

process thereafter. The names of participants were added to the active Housing Element mailing list. Notices were sent to everyone on this list before each Housing Element meeting.

The Environmental Planning Commission discussed the following subjects on the dates indicated. The public was invited to speak each of the meetings.

February 7	Recap of workshop
February 21	Implementation of 1990 Housing Element
April 4	Needs Assessment and Housing Issues
April 18	First Review of Potential Housing Sites
June 6	Governmental Constraints and Effectiveness of the 1990 Housing Element
July 11	Non-Governmental Constraints and Draft Goals, Policies and Actions
July 18	Draft Goals, Policies and Actions
August 1	Second Review of Potential Housing Sites
September 19	Public hearing on Draft Housing Element
October 3	Public hearing on Draft Housing Element

Focus groups were held with renters (specifically including low-income renters) on July 12 and with landlords on July 20. The renter focus group was facilitated with the City's Spanish-speaking outreach worker. These meetings were helpful in getting first-hand perspectives on the viewpoints and concerns of these two groups. The focus group summaries and information on current rents, the City's rental housing mediation program and the Tri-County Apartment Association's tenant complaint form were collated into a report called "Background Information on Renting in Mountain View."

The City Council held a study session on July 17 to review the housing issues and a study session on November 6 to review the Draft Housing Element. Public hearings were held on November 13 and 27, January 8 and February 12, 2002, before approving the Draft Housing Element for submittal to the State. After comments were received from the State, the Environmental Planning Commission held meetings on June 5 and July 11, 2002 to consider revisions and responses and the City Council held a public hearing on August 6, 2002 to adopt the revised Housing Element. After additional comments were received from the State in early November, the Commission and Council held public hearings on November 20 and December 10, respectively, before adopting final revisions.

Throughout the Housing Element update process, there has been active local newspaper coverage of housing issues and the Housing Element update meetings.